BUILDING CONNECTIONS EMPOWERING COMMUNITIES



In 2024, COTA's Community Relations team created a lasting impact through meaningful outreach, innovative programs and transformative partnerships. From supporting local nonprofits and advancing equity to connecting thousands to education, employment and healthcare, our efforts reached every corner of Central Ohio, moving lives forward one connection at a time.

40 SPONSORSHIPS IN 2024

30% of SPONSORSHIPS

supported initiatives empowering minorities and advancing social justice

35% 1

GROWTH IN NEW SPONSORSHIPS

14% OF SPONSORSHIPS

supported organizations and initiatives empowering women

40 COMMUNITY TABLINGS

9% OF SPONSORSHIPS

went toward services for immigrants, refugees and New Americans



7 SUCCESSFUL ACTIVATIONS

engaging over 150,000 customers



500 STAKEHOLDERS HOSTED

WEST BROAD AUGMENTED REALITY TOURS

30% RESPONSE RATE on post-tour surveys



2 COMMUNITY STAKEHOLDER MEETINGS



5 TOWN HALL MEETINGS



ACCESSIBILITY TOWN HALLS

143 TRAVEL TRAINING **SESSIONS**

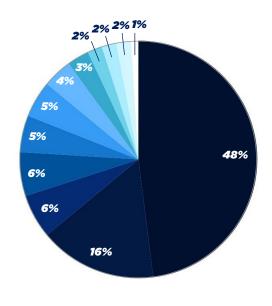
5,249

IN COTA'S TRAVEL TRAINING PROGRAM 2023 TOTAL: 3,916

2022 TOTAL: 3,754

2021 TOTAL: 1,124

from 2023 to 2024



2024 TRAVEL TRAINING AUDIENCES

New Americans Students K-12 48%

Reentry **College Students 3**% 16%

Families Adults With Disabilities 6%

Recovery 2% Unhoused/Unsheltered 6%

Professionals Other Adults 5% 2%

> 1% **COTA Employees**

C-PASS PROGRAM

150,350



SHORT NORTH C-PASS TRIPS

433,933

DOWNTOWN C-PASS TRIPS

EMPLOYERS

5,000+

PASSES PROVIDED TO

Amazon and White Castle employees





THE OHIO STATE UNIVERSITY

5%

50,000 BUCKIP



Older Adults

OHIO STATE UNIVERSITY STUDENTS have access to COTA through BuckID

610,722

TOTAL TRIPS by Ohio State students

EDUCATIONAL PASS PROGRAM

102,487

TOTAL TRIPS by Columbus Promise scholars and students from Columbus State Community College, Columbus College of Art & Design (CCAD) and Capital University

COLUMBUS CITY SCHOOLS

13,000



COLUMBUS CITY SCHOOL STUDENTS

enjoy unlimited, no-cost access to COTA

321,480

TRIPS during the 2023-24 academic year

